



Checkerboard

July, 2017

2017 AAAA Convention Poised for Great Things

The 2017 AAAA Convention finally arrives this coming week and anticipation is running high! We have set recent attendance records with 93 registered attendees, compared with 70-80 over the past three years. This increase is very notable in the collecting world, where convention attendance is generally on a steady decline. Add to that, the 65 registered Ice Screammers and approximately 30+ Graniteware attendees that will be present, and we will have a crowd of approximately 200 passionate collectors buying, selling, and enjoying all of the fellowship. We also expect heavy public attendance on Friday so our final tallies are likely to be very strong.

We will provide a complete report on the Convention in the August issue of the *Checkerboard* and the September issue of *PastTimes*.

In Memoriam: Sandy Rosnick

It is with heartfelt sadness and shock that we report that long-time AAAA member and leader, Sandy Rosnick has passed away. He succumbed to a sepsis infection that followed an otherwise successful hip replacement procedure, after a valiant, year-long battle. Sandy, whose given name was Stuart, was only 72 years old.

Sandy was a major figure in the world of antique advertising in his various past and present roles as a pioneer in helping to organize the collecting community, a dealer, auctioneer, expert, passionate collector, mentor, and friend. AAAA, in particular, owes a great debt of gratitude to him. For many years he played a prominent role in our conventions and in the governance of the organization. He served as a member of the AAAA Board of Directors in the vital role as Legal Counsel. Of course, he never took a penny for his many



hours of service. He will be remembered as a soft-spoken man who had a calming effect on those around him, yet one who rose to whatever challenges confronted him in defending others.

Sandy was very generous in all that he did and loved to mentor those coming into the ranks of our hobby. He was a great story-teller, had a warm and engaging sense of humor, and drew people to him through his kindness and sheer force of character.

Those wishing to express their sympathies can send a memorial contribution to Shriner's Hospital-Boston, for which Sandy felt a special fondness (617-722-3000; www.shrinershospitalsforchildren.org/locations/boston). If you would like to reach out more directly to Sandy's wife, Eileen, her mailing address is: 3 Big Rock Rd., Manchester, MA 01944.

Sandy will be greatly missed and fondly remembered.

The Madison Square Garden Poster

By Jeremy Blum

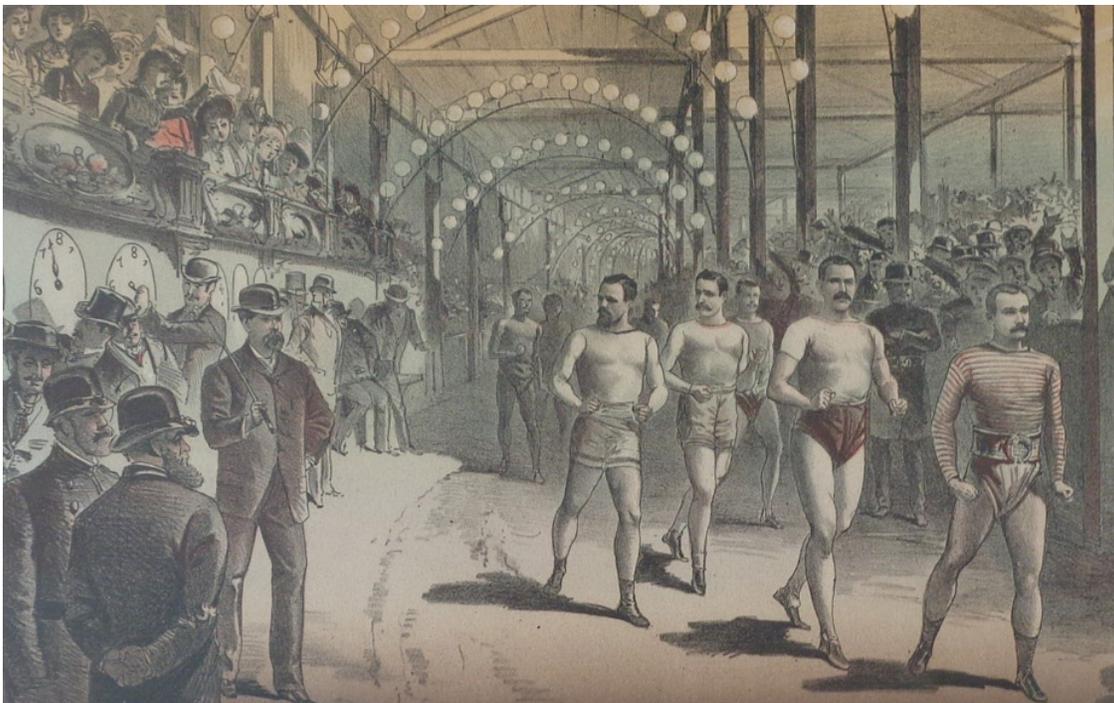
Most items I have collected are pleasing to look at or nostalgic but one item I have has so much of historical interest that it deserves its own article. The poster below is titled "The Six Day Race of the Champions/Madison Square Garden". The race occurred February 27th through March 4th in 1882.



At first glance it is a smallish early poster, with less color than the posters that came later in the 1880s and 1890s. The size of the poster is 22 x 14". I don't normally use matting for my posters but had to for this one in order to get all of the wording in.

The first area of interest is the site of the race. The current Madison Square Garden (MSG) is the fourth to have that name. The first was an open-air facility built in 1879, just three years before this event. It was located just northeast of Madison Square Park in Manhattan, which is located between 5th Avenue and Madison Avenue and between 23rd and 26th Streets. In 1890 it was replaced by the second MSG at the same location which survived until 1925. The third MSG opened in a new location, on 8th Avenue between 49th and 50th Streets, from 1925 to 1968. The current MSG was built on top of the Old Pennsylvania Train Station. The original MSG was leased to famous showman P.T. Barnum. It was replaced in 1890 as it was mostly outdoors and inconvenient in bad weather.

The second item of importance is the race itself. This was a race to see how many miles each contestant could walk in six days. Six day walking races were a thing in the late 1800s, the marathons of their time. They became popular in the 1870s. Contestants were few, often just two, but they drew large crowds. There were even women's races. Most of the walkers were American or British. Fred Hichborn, an African American held the record in 1880. At the MSG event, British walker Charles Rowell set new world bests for 100 miles (13:26), 24 Hours (150 miles) and 48 hours (258 miles). He reached 300 miles in 58:17:06, a record which still stands today. However, during a rest period he inadvertently swallowed some vinegar and had to drop out. Another Briton, George Hazael ended up winning, and became the first to walk over 600 miles in six days. The last major six day race was in 1888 as the sport was then eclipsed by the new sport of cycling.



There are four items of interest in the close-up above. First look at the tight outfits the walkers wore, especially the short shorts some have. The women watching are segregated and are in the seats above the track to the left. All the men, including the bystanders have mustaches.

There are also clocks on the left wall each showing a different time.

To me though, the most interesting thing about this poster is the round things over the walkers heads. Thomas Edison invented the first commercially viable lightbulb in 1879. However, he did not set up the first power plant, which was in Manhattan, until later in 1882. Before lightbulbs, kerosene was commonly used for lighting. Kerosene lamps had a chimney to let the burnt gas escape. These round objects have no chimneys. So how could they be electric lights if there was no Edison power plant yet? Turns out Charles Brush had a competing light called an arc light. A generator was set up two blocks from Madison Square in December, 1880. The glass globes seen in the poster were first developed immediately after then to reduce what people considered the harshness of Brush's arc light, which looked very different a year earlier. This then is one of the first posters ever that showed electric light in commercial use.



Source: Wikipedia. New York central power plant dynamos powered arc lamps for public lighting. Beginning operation in December 1880 at 133 West Twenty-Fifth Street, it powered a two mile long circuit.



Brush arc light over New York's Madison Square, 1882.

Source: The Age of Edison by Ernest Freeberg



Recent Finds

Dale Peterson recently acquired the following awesome pieces for his outstanding collection. He is thrilled with these new finds, especially the classic Ever-Ready embossed tin sign in what appears to be mint condition. The Karo pouring spout display piece is also really unique. Thanks, Dale, for sharing your good fortune with your fellow collectors!





Wanted Items

In this column are those sought-after items of desire that seem to be elusive. If you know where any of these items can be acquired or if you have one available, please click the link to reply directly to the seeker. To place a listing in this column, [click here](#). There is no fee for AAAA members. Up to three listings per member is permitted.

Continental Cubes Tobacco Tin: (Larger pocket tin....one size above the normal size pocket). Also large red 3 lb. Franklin coffee tin canister (Ben Franklin face). To reply, [click here](#).

VITAMINS advertising, displays, signs, bottles, and anything related: Hadacol is an example. Most would come from the 1930's thru the 1970's. Also anything related to cod-liver oil and WEIGHT-LOSS, REDUCING, ANTI-FAT, and OBESITY ITEMS. To reply, [click here](#).

Early tin signs lithographed by Tuchfarber, Wells and Hope, Worcester Sign Company, Sentenne and Green, etc. I can pay more for good condition, but would be interested in any condition. Don Lurito DRelington@aol.com also in the directory. To reply, [click here](#).

Dwinell-Wright Co. Royal Ground Spice Cardboard Spice Boxes. One side displays horizontally. Approximately 3.75" by 2.25". Any type of spice is OK. To reply, [click here](#).

ENSIGN Perfect and ENSIGN Perfection vertical pocket tobacco tins to enhance my collection. Feel free to contact me at 614-888-4619 or k8pyd@wowway.com to see if you can help fill the voids.

Ice Cream Advertising. Mr. Ice Cream desires better ice cream advertising including: postcards, trade cards, letterheads, billheads, booklets, poster stamps, blotters, magic lantern slides, pinbacks, watchfobs and pocket mirrors. Allen Mellis, 1115 West Montana St. Chicago, Illinois 60614-2220. mellisfamily@rcn.com. To reply, [click here](#).

Empty tin cans (new) to place vintage labels on. Different sizes preferred. Do you know of a source where these can be purchased in volume? To reply, [click here](#).

Tall 1 lb. Mallard Coffee Can- Shows duck taking off. To reply, [click here](#).

Chewing gum packs, sticks, wrappers, full boxes, lifesavers, candy bar wrappers, displays, and boxes. Anything candy related. To reply, [click here](#).

Pre-1900 advertising items related to: barbed wire, farm fence gates, tools for erecting or mending wire fences, and farm fences. Only primary material please--no ads from newspapers, etc. Larry W. Love. To reply, [click here](#).

Armour Foods Signs, Cardboards, Store Displays, Die-Cuts Wanted. To reply, [click here](#).

Cigar advertising tip trays, pinbacks, or any unusual cigar advertising items. Harry Cohn: To reply, [click here](#).

Walt Foster Art Books Store Floor Rack: To reply, [click here](#):

JG Flynt Sir Walter Raleigh Pocket Tin: To reply, [click here](#).

One (1) Pound FULL [Unopened, Sealed] Key-Wind Coffee Tins: To reply, [click here](#).

Near Mint English Biscuit Tins: 1880 to 1925 To reply, [click here](#).

Scarce or Rare Tobacco Pocket Tins: One or a collection. To reply: [click here](#).

Vintage Photos of General Stores or Soda Fountains. Authentic 1890-1930 examples only--no modern reprints please. Mounted photo or RPPC. Interior or exterior. Send scan. To reply, [click here](#).

Firecracker Packs: Collector buying all old fireworks-packs, boxes, advertising, whatever. To reply, call 931-237-3646 or [click here](#).

Lefkowitz & Sons Company Soda Fountain Collectables: I am seeking any soda fountain product or equipment labeled "Lefkowitz". To reply [click here](#).

Posters of Beautiful Women or Children Advertising a Drug Store or Country Store Product. Pre-1930. Preferable with product shown in image. Original frame and good condition a plus--also NOS country store or drug store products, advertising of any kind, or any product with great graphics and full of contents a plus. To reply, [click here](#).

Spice Tins WANTED!! Hard core collector looking for brands I don't have and upgrades for ones I do have. Looking for good old spice tins with pictures. Birds, people, trains, etc. I have a few traders but mainly a buyer. To reply, [click here](#).

Minnesota Brewery Items including Hamm's, Grain Belt, Fitgers, Gluek and others. Also collect rare Minnesota advertising pieces. To reply, [click here](#).

Vintage Baseball/Football Cards: Pre-1970 Only To reply, [click here](#).

Clicquot Club: Lighted Clicquot Club advertising clock made by Telechron and Telechron lighted advertising clock. To reply, [click here](#).

Yellow Kid Wanted: The more unusual,the better. To reply, [click here](#).

Harvard Brewing Signs/Lithographs: To reply, [click here](#).

Ivanhoe Pencil Tin: Fair price and also finder's fee paid. Approx 1" diam, 9" long, blue in color, round, with picture of Ivanhoe on horseback. To reply, [click here](#).

Noaker Ice Cream Company Canton, Ohio: 13" Round ice cream tray from "the Noaker Ice Cream Company Canton, Ohio" in good or better condition. It has the boy & girl eating ice cream on the front. To reply, [click here](#).

B.T. Babbit Soap Advertisement Posters: See Antique Advertising Encyclopedia (Vol. II) by Klug page 54 and 55. Condition is very important. To reply, [click here](#).

DeLaval: Tin advertising, give-aways and other collectibles produced by the company. To reply, [click here](#).

Edmands Coffee Company, Edmands Tea Company, 1776 Coffee, American Beauty Tea, Japan Tea, Devonshire Tea, (imported by Edmands, Boston/Chicago): Any items such

as tins, signs, paper, or anything else related to the Edmands family of companies in Boston is desired. To reply, [click here](#).

Heathman Bakery, Dayton, Ohio: Interested in any items related to this business. To reply, [click here](#).

Indianapolis Brewing Company Ephemera: Circa 1920. Specifically looking for signed documents. To reply, [click here](#).

The AAAA Checkerboard is a monthly e-newsletter that is made available to all AAAA members at no cost. The mission of the Checkerboard is to increase knowledge about antique and collectible advertising among AAAA members. The Checkerboard also provides news and updates about AAAA. It is produced each month with the exception of the four months per year when the award-winning PastTimes print newsletter is published. Paul Lefkovitz (plefk@generalstoreantiques.com) serves as Editor of the AAAA Checkerboard. Copyright, 2017, Antique Advertising Association of America.



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